IN THE CLAIMS:

1. (Currently Amended): A method for serving a web page, comprising the steps of:

storing a set of location-specific page elements;

receiving a request for the web page from a first client browser, the request ~~being associated with~~ including a geographic location data string identifying a first location of the first client browser;

dynamically building the web page using the geographic location data string to select a given one of the set of location-specific page elements having content associated with a physical location in proximity to the first location of the first client browser; ~~and~~

serving the web page in response to the request;

receiving a subsequent request for the web page from the either the first client browser or a second client browser different from the first client browser;

determining if the subsequent request originates from a second location that is proximate to the first location of the first client browser; and

providing a cached version of the web page with the selected location-specific page element if the second location is proximate to the first location.

2. (Currently Amended): The method as described in Claim [[2]] 1 wherein the geographic location data string is provided by a Global Positioning System (GPS) device coupled to a client computer in which the first client browser is resident.

3. (Original): The method as described in Claim 1 wherein the location-specific page elements are a set of web page advertisements.

4. (Currently Amended): The method as described in Claim 3 wherein the given one of the set of location-specific page elements is a web page advertisement for a business located in proximity to the location of the first client browser.

5. (Currently Amended): The method as described in Claim 1 wherein the first client browser provides the geographic location data string in a cookie.

6. (Currently Amended): The method as described in Claim 1 wherein the ~~first~~ client browser provides the geographic location data string in an HTML form.

7. (Original): The method as described in Claim 1 wherein the set of location-specific page elements are stored at a third party server.

8. (Original): The method as described in Claim 1 wherein the web page is built using a Java server page mechanism.

9. (Currently Amended): A computer program product in a computer-readable medium for serving a web page, comprising:

means for receiving a request for the web page from a ~~first~~ client browser, the request ~~being associated with~~ including a geographic location data string identifying a ~~first~~ location of the ~~first~~ client browser; ~~and~~

means ~~for,~~ responsive to the request, for dynamically building the web page using the geographic location data string to select a given one of a set of location-specific page elements having content ~~associated with~~ including a physical location in proximity to the ~~first~~ location of the ~~first~~ client browser;

~~means for receiving a subsequent request for the web page from either the first client browser or a second client browser different from the first client browser;~~

~~means for determining if the subsequent request originates from a second location that is proximate to the first location of the first client browser; and~~

~~means for providing a cached version of the web page with the selected location-specific page element if the second location is proximate to the first location.~~

10. (Original): The computer program product as described in Claim 9 further including means for serving the web page in response to the request.

11. (Currently Amended): The computer program product as described in Claim 9 wherein the geographic location data string is provided by a Global Positioning System (GPS) device coupled to a client computer in which the ~~first~~ client browser is resident.

12. (Original): The computer program product as described in Claim 9 wherein the location-specific page elements are a set of web page advertisements.

13. (Currently Amended): The computer program product as described in Claim 9 wherein the given one of the set of location-specific page elements is a web page advertisement for a business located in proximity to the location of the first client browser.

14. (Currently Amended): The computer program product as described in Claim 9 wherein the means responsive to the request for dynamically building the web page is a Java server page mechanism.

15. (Currently Amended): A web server, comprising:

means for receiving a request for the web page from a first client browser, the request being associated with including a geographic location data string identifying a first location of the first client browser; and

means for, responsive to the request, for dynamically building the web page using the geographic location data string to select a given one of a set of location-specific page elements having content associated with including a physical location in proximity to the first location of the first client browser;

means for receiving a subsequent request for the web page from either the first client browser or a second client browser different from the first client browser;

means for determining if the subsequent request originates from a second location that is proximate to the first location of the first client browser; and

means for providing a cached version of the web page with the selected location-specific page element if the second location is proximate to the first location.

16. (Original): The web server as described in Claim 15 further including means for serving the web page in response to the request.

17. (Currently Amended): The web server as described in Claim 15 wherein the geographic location data string is provided by a Global Positioning System (GPS) device coupled to a client computer in which the first client browser is resident.

18. (Original): The web server as described in Claim 15 wherein the location-specific page elements are a set of web page advertisements.

19. (Currently Amended): The web server as described in Claim 18 wherein the given one of the set of location-specific page elements is a web page advertisement for a business located in proximity to the location of the first client browser.

20. (Currently Amended): The web server as described in Claim 15 wherein the means responsive to the request for dynamically building the web page is a Java server page mechanism.

21. (Original): A method for serving a web page, comprising the steps of:

receiving a first request for the web page from a client browser, the request being associated with a geographic location data string identifying a location of the client browser;

dynamically building the web page using the geographic location data string to select a given location-specific page element;

caching the web page for future use;

serving the web page in response to the first request;

responsive to receipt of a second request for the web page, determining whether the second request originates within a given distance from the location; and

if so, retrieving and serving the cached web page in response to the second request.

22. (Canceled)